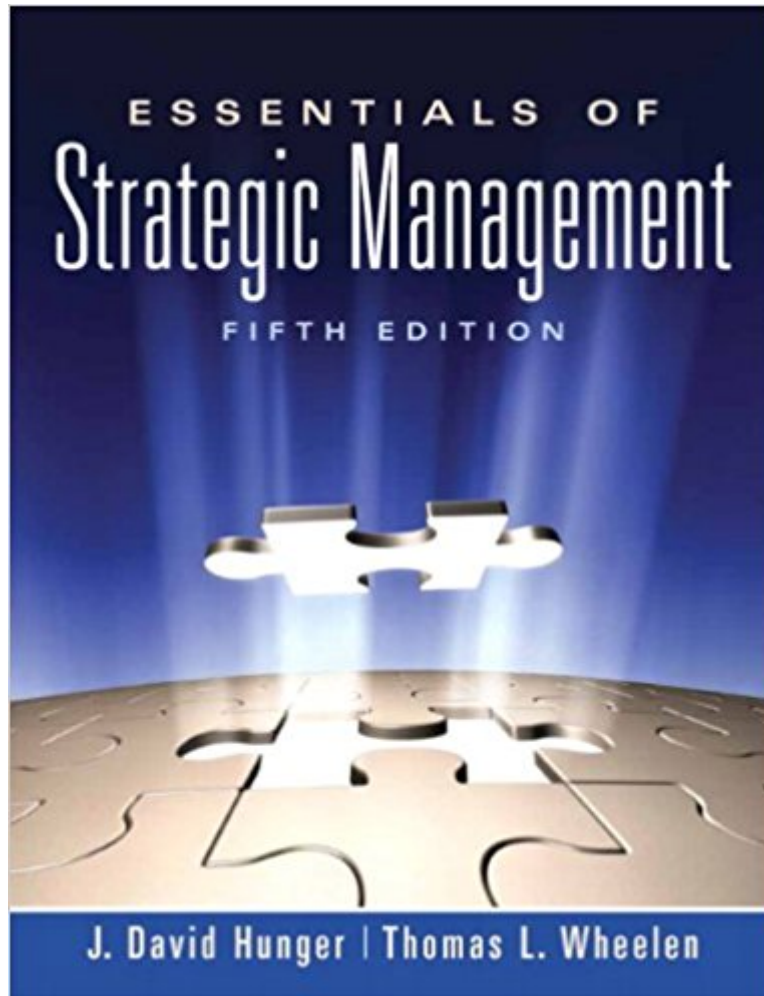




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Essentials Of Strategic Management (5th Edition)



Synopsis

Get straight to the heart of important strategic management concepts. This brief text offers a concise explanation of the most important concepts and techniques in strategic management. Further, cases and simulations are a perfect supplement to Essentials of Strategic Management, while its brevity also makes it suitable for use in corporate and executive training programs. This edition contains new information to reflect the latest changes in the discipline while remaining brief and to the point.

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Essentials of Strategic Management offers a concise explanation of the most important concepts and techniques in strategic management. Further, the brevity of this text makes it suitable for use in corporate and executive training programs. Basic Concepts of Strategic Management; Corporate Governance, Ethics, and Social Responsibility; Environmental Scanning and Industry Analysis; Internal Scanning: Organizational Analysis; Strategy Formulation: Situation Analysis and Business Strategy; Strategy Formulation: Corporate Strategy; Strategy Formulation: Functional Strategy and Strategic Choice; Strategy Implementation: Organizing for Action; Strategy Implementation: Staffing and Leading; Evaluation and Control; Suggestions for Case Analysis For professionals in fields of strategic planning and competitive strategy.

Good

Was not the same book as the ISBN number. Still worked for my class though. The book has a different cover on the front.

Not the same book. This book was published in India.

Well written and concise. It gets to the point without making you read 100's of pages. The strategic analysis that it goes over is important to know and helps business majors understand the process of creating a business strategy.

Very educational and informative book, used it for my e-MBA classes, has plenty great information, was able to get some new ideas and tips for management classes and was able to implement those. Would highly recommend to everybody, who is looking for improvement in life and learn new job skills.

Exactly what we needed. Product was in great condition. Shipping fast. Thank you!

Great book! Very easy read and easy to follow.

I found this book to be very informative and easy to read. This is a good introductory overview of strategic management. Although it is worth having, I have, at times, supplemented key points with internet searches to get more information and other views on the topic.

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